



Tourism & Events Department
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To: Linda Dillenbeck, Chairperson
Tourism Development Commission

From: Steve Geiogamah, Tourism Development Manager

Date: June 19, 2018

Subject: Electric Desert Light and Sound Experience New Development Event Funding

In follow-up to the May 15th TDC meeting, the following is additional Electric Desert Light and Sound Experience (EDLSE) marketing and hospitality information in support of a proposed \$250,000 one-year event funding agreement between the City and the Desert Botanical Garden.

The Desert Botanical Garden is requesting consideration as a mega event. Allocation of potential funds in support of the agreement can be allocated from tourism development funds established for events and event development as well as carry over funds.

Analysis & Assessment

EDLSE will take place at the Desert Botanical Garden in Phoenix and will run for seven months from October 2 through May 12 and is anticipated to attract 320,000 attendees of which 125,000 to 160,000 are estimated to be out-of-state visitors. The Chihuly event which had similar event activation, attracted 631,000 attendees and had a regional economic impact of \$21 million in gross regional product and generated \$2 million in state and local taxes.

The Desert Botanical Garden anticipates allocating over \$250 thousand in direct advertising expenditures toward the event with consideration of an additional \$250 thousand based on city title sponsorship. Additional title sponsorship support will include enhanced digital and out of market area promotion and media familiarization tours.

Regional event supporters include the Phoenix Office of Arts and Culture, Tempe Tourism Office, Arizona Public Service, the Steele Foundation, and American Airlines.

Funding Availability & Potential Options

There are currently event support funds available in the tourism development budget for new event development. Pending TDC discussion, the following are options for consideration:

- 1) Recommend new event development funding for the requested amount of \$250,000.
- 2) Take no action or additional event evaluation.
- 3) Alternatively, if there are additional questions or information needed for further consideration, staff will proceed accordingly.

**Desert Botanical Garden
Electric Desert Marketing Plan Presented To
City of Scottsdale Tourism Development Commission**

Electric Desert will be a top attraction for 125,000-160,000 out-of-state travelers between October 2018 and May 2019. Together, we can encourage tourists visiting Electric Desert to book or extend their stay in Scottsdale, and inspire all Electric Desert visitors to explore Scottsdale.

Target Audiences

Electric Desert will appeal to many different target audiences. Our advertising plan will focus on these core groups:

- Tourists – Almost half of the Garden’s annual visitors are tourists, and this night-time experience provides yet another way for them to explore the outdoors at the Garden
- Current Garden Members and like visitors – Typically age 50+, high income, well-educated and frequent arts goers
- Young Adults age 21-40 - This exhibit will appeal as well to a younger audience because of the nature of the experience, the music and of course its ability to be Instagramable
- Families - Children and their caregivers will also want to experience this event together

The Garden’s target audiences for Electric Desert are very much aligned with the audiences Experience Scottsdale is looking to reach:

- 49 years old
- Annual household income of \$218,000
- 49.5% are married
- 50.3% have children in the home
- Customer interests include active vacations, international travel and visiting art galleries

Sponsorship by City of Scottsdale will support marketing to the following cities, which are aligned with Experience Scottsdale’s target markets:

- New York
- Chicago
- Los Angeles
- San Francisco
- Denver

Advertising Plan

With sponsorship from the City of Scottsdale, we can use multiple media platforms to promote the exhibit and everything Scottsdale has to offer.

Promotion of Electric Desert is aligned with Experience Scottsdale's current campaign – **The Desert is Wild** – and nothing could be more wild than seeing the desert come alive with light and sound like never before!

Current plan: Our multi-faceted campaign will reach both locals and tourists through TV, Radio, Print, Digital and Outdoor, Out of Home and Social. The following components reflect the current advertising plan, without your sponsorship:

- Print advertising throughout the exhibition's presentation, including an insert in the New York Times
- Digital advertising throughout the exhibition on azcentral, through social media and with influencers
- Radio and broadcast promotion throughout the exhibition, including iHeartRadio and inclusion in 30-minute specials airing on Channel 3 (January) and PBS (February)
- Promotion in Sonoran, Mexico (digital, malls and print)
- Outdoor, light rail wrap and Harkins Theater ads over the first five months of the exhibition

See the attached document ("Klip Budget 1") for details.

Plan with Scottsdale support: The Garden will utilize the \$250,000 sponsorship from the City to advertise Electric Desert and Scottsdale on a national scale. The campaigns will be aligned with Experience Scottsdale's Fall/Shoulder season and High/Winter season to enhance their print advertising plans. These components include:

- Digital advertising in key markets (Los Angeles, Chicago, New York, Denver and San Francisco) as well as social ads and a national influencer campaign
- Participation in Experience Scottsdale Media FAM trips, with the possibility of including artist Ricardo Rivera
- Other tourism advertising, including digital and print ads in Canada and for Spring Training
- Out of market TV
- Advertising through Spotify/Pandora
- Ads outdoor, at Sky Harbor and at Scottsdale Quarter

See the attached document ("Klip Budget Scottsdale 2") for details.

Positioning Scottsdale

Funding of \$250,000 will provide Scottsdale with Title Sponsorship Recognition:

Scottsdale Presents
Electric Desert | A Light and Sound Experience by Klip Collective

All advertising, print and digital collateral, signage and social media reaching audiences at the Garden, locally and in our national marketing campaigns will reflect the title sponsor recognition (see sample ads and a mock-up of the exhibition logo).

Viewers responding to these ads will be directed to a website landing page within dbg.org with Tips to visiting Electric Desert, highlighting Scottsdale by directing ticket buyers seeking recommendations to the following pages on Experience Scottsdale's website:

- Accommodations
- Old Town
- Dining

Potential visitors who contact the Garden's Call Center and request recommendations on nearby accommodations and attractions will be directed to the Experience Scottsdale website.

We can also work with Scottsdale hotels and resorts to include Electric Desert admission in special packages, to encourage booking in Scottsdale.

The Garden will also promote Scottsdale as a destination to people when they are onsite by:

- Looping a brief video produced by Experience Scottsdale throughout the day in our indoor Visitor Center
- Distributing a brochure promoting Old Town or other Scottsdale attractions in our Visitor Center.
- Providing Experience Scottsdale with an exhibit space during our 10-day Opening Series (Oct. 2-11) to promote Scottsdale. We anticipate reaching up to 24,000 visitors over that period, including: Garden members; Garden donors; employees of exhibit sponsors; special community partners; media and influencers; and others. Garden members and donors frequently bring out-of-town guests to visit throughout the year, so our preview series is an ideal opportunity to promote Scottsdale as both a tourist destination and an attraction for local residents to explore after they visit Electric Desert.

Impact

With a seven-month presentation, Electric Desert will provide the City of Scottsdale with significant, long-term exposure to tourists and local residents, and we are delighted to collaborate with Experience Scottsdale to leverage the exhibition to meet your objectives.

Our conservative projection of 320,000 total exhibition visitors would translate to potentially 125,000-160,000 out-of-state visitors, based on the Garden's attendance history.

- Just 5% of these tourists booking a three-night stay in Scottsdale could generate **\$3.3M - \$4.2M** in lodging (with an average daily rate of \$175).
- Based on an assumption that lodging accounts for 41% of overnight visitors' total spend in Scottsdale, the total economic impact of out-of-state tourists could total **\$8M - \$10.2M** over the seven month period.
- These projections do not account for the spending by local residents who choose to visit Old Town or other Scottsdale destinations following their Electric Desert experience.

Desert Botanical Garden
Electric Desert
Advertising Budget - without Scottsdale

Item 3b

CODE	Service	October	November	December	January	February	March	April	May	Total
Print										
	Arizona Republic	\$ 5,000	\$ 5,000	\$ 5,000						\$ 15,000
	Phoenix Magazine		\$ 3,000				\$ 3,000		\$ 3,000	\$ 9,000
	New Times	\$ 2,000	\$ 2,000		\$ 2,000			\$ 2,000		\$ 8,000
	Java Magazine		\$ 1,000							\$ 1,000
	New York Times Insert	\$ 2,000								\$ 2,000
	Where Magazine			\$ 3,000						\$ 3,000
	On Media Publications	\$ 1,875	\$ 1,875	\$ 1,875	\$ 1,875	\$ 1,875	\$ 1,875	\$ 1,875	\$ 1,875	\$ 15,000
										\$ -
National										\$ -
	Sonora Mexico-Digital, Malls and Print		\$ 5,000	\$ 5,000			\$ 5,000	\$ 5,000		\$ 20,000
										\$ -
Broadcast										\$ -
	Channel 3 AZ Family	\$ 18,000	\$ 12,000		\$ 6,000		\$ 6,000	\$ 6,000		\$ 48,000
	PBS	\$ 4,000		\$ 4,000		\$ 4,000				\$ 12,000
Digital										\$ -
	Facebook/Instagram	\$ 625	\$ 625	\$ 625	\$ 625	\$ 625	\$ 625	\$ 625	\$ 625	\$ 5,000
	GeoFencing and Targeting	\$ 4,375	\$ 4,375	\$ 4,375	\$ 4,375	\$ 4,375	\$ 4,375	\$ 4,375	\$ 4,375	\$ 35,000
	azcentral	\$ 5,000	\$ 5,000	\$ 5,000						\$ 15,000
	Influencer Campaign	\$ 5,000	\$ 5,000				\$ 5,000	\$ 5,000		\$ 20,000
										\$ -
Radio										\$ -
	iHeartRadio	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 80,000
Outdoor										\$ -
	Tempe Marketplace	\$ 6,000	\$ 6,000		\$ 6,000	\$ 6,000				\$ 24,000
	Scottsdale Fashion Square, Chandler Fashion Center, Biltmore Fashion Park	\$ 40,000								\$ 40,000
	Downtown - Chase Field and Talking Stick	\$ 30,000								\$ 30,000
										\$ -
Other										\$ -
	Lightrail Wrap	\$ 30,000								\$ 30,000
	Harkins Movie Theatres	\$ 5,000	\$ 5,000		\$ 5,000	\$ 5,000				\$ 20,000
										\$ -
										\$ -
										\$ -
										\$ -
TOTAL		\$ 168,875	\$ 65,875	\$ 38,875	\$ 35,875	\$ 31,875	\$ 35,875	\$ 34,875	\$ 19,875	\$ 432,000

**Desert Botanical Garden
Electric Desert
Advertising Budget - Scottsdale**

Item 3c

CODE	Service	October	November	December	January	February	March	April	May	TOTAL
Tourism										
	Experience Scottsdale Media FAMS for staff, possibly Ricardo Rivera	\$ 15,000								\$ 15,000
	Spring Training			\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000			\$ 20,000
	Canada Outreach- print, digital	\$ 5,000	\$ 5,000			\$ 5,000	\$ 5,000	\$ 5,000		\$ 25,000
										\$ -
Digital										\$ -
	In LA, Chicago, NY, Denver and San Francisco	\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500	\$ 20,000
	Social Ads - nationally focused	\$ 1,875	\$ 1,875	\$ 1,875	\$ 1,875	\$ 1,875	\$ 1,875	\$ 1,875	\$ 1,875	\$ 15,000
	National Influencer Campaign	\$ 5,000	\$ 5,000					\$ 5,000	\$ 5,000	\$ 20,000
	Tripadvisor or Adara	\$ 2,500	\$ 2,500		\$ 2,500	\$ 2,500				\$ 10,000
										\$ -
Broadcast										\$ -
	YouTube preroll	\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500	\$ 20,000
	Out of Market TV	\$ 2,500	\$ 2,500		\$ 2,500	\$ 2,500		\$ 2,500		\$ 12,500
										\$ -
Audio										\$ -
										\$ -
	Spotify/Pandora	\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500			\$ 15,000
	TBD	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 16,000
Outdoor										\$ -
	Outdoor	\$ 6,500								\$ 6,500
	Sky Harbor	\$ 25,000								\$ 25,000
	Scottsdale Quarter Mall Ads	\$ 5,000	\$ 5,000					\$ 5,000	\$ 5,000	\$ 20,000
										\$ -
										\$ -
TOTAL		\$ 77,875	\$ 31,375	\$ 16,375	\$ 21,375	\$ 26,375	\$ 21,375	\$ 26,375	\$ 18,875	\$ 240,000

S C O T T S D A L E P R E S E N T S

ELECTRIC DESERT

A LIGHT AND SOUND EXPERIENCE BY KLIP COLLECTIVE

DESERT, LIGHT AND SOUND UNITE

LIMITED TIME ONLY | OCT. 12 - MAY 12

TICKETS ON SALE NOW | DBG.ORG



DESERT
BOTANICAL
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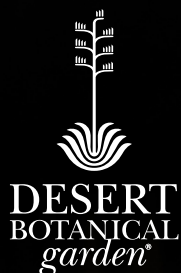
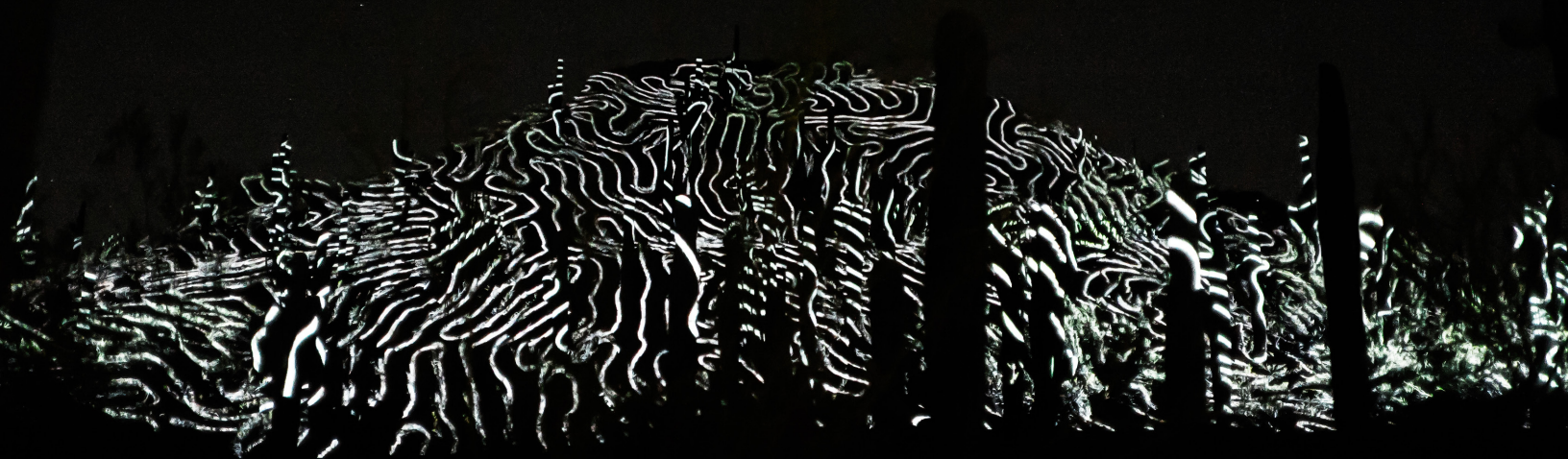
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SPONSORSHIP BENEFITS

Sponsorship of **Electric Desert | A Light and Sound Experience at Desert Botanical Garden** will afford sponsors with significant recognition, hospitality and engagement opportunities for your customers, employees and the people you serve. The chart below provides a general overview and is not a comprehensive list of the benefits your company may receive. The Garden will work closely with your marketing, community relations or program staff to tailor a sponsorship package commensurate with investment level that fits your unique business objectives.

	\$25,000 CASH SUPPORTING SPONSORS	\$50,000 CASH MAJOR SPONSORS	\$100,000 CASH PRESENTING SPONSORS	SCOTTSDALE \$250,000 TITLE SPONSOR
HOSPITALITY				
Use of Garden facilities	<ul style="list-style-type: none"> • (1) comp. use on a non-premium date • (2) discounted uses on a non-premium date 	Same	Same, with <ul style="list-style-type: none"> • (1) comp. use on a premium date 	Same, with <ul style="list-style-type: none"> • Total of (4) comp. uses
VIP Exhibit Guest Passes	25	50	100	2,000
General Admission Passes (Excl. exhibition)	50	75	100	250
Saguaro Circle Membership (ea. \$1,500 value)	2	2	3	Same
Senita Club Membership (ea. \$109 value)	3	5	10	Same
Luminaria tickets	8	10	14	100
Additional Employee Benefits	<ul style="list-style-type: none"> • 20% off general admission • \$10 off memberships 	Same	Same	Same
Corporate Representative Benefits	<ul style="list-style-type: none"> • Subscription to Garden publications • Subscription to e-newsletter • Invitations to events 	Same	Same	Same

	\$25,000 CASH SUPPORTING SPONSORS	\$50,000 CASH MAJOR SPONSORS	\$100,000 CASH PRESENTING SPONSORS	SCOTTSDALE \$250,000 TITLE SPONSOR
RECOGNITION				
Print, online and social media recognition	<ul style="list-style-type: none"> Exhibit sign Collateral Exhibit web page Min. (1) e-newsletter mention Min. (1) social media mention 	Same, with: <ul style="list-style-type: none"> (3) e-newsletter mentions total (3) social media mentions total Recognition at an exhibit area 	Same, with: <ul style="list-style-type: none"> (4) e-newsletter mentions total (4) social media mentions total Enhanced recognition on entry signage 	Same, with: <ul style="list-style-type: none"> Name recognition in all e-newsletters mentioning the exhibition Name recognition in 30+ social media posts Name recognition on event tickets purchased online
Advertising	Name recognition in: <ul style="list-style-type: none"> Min. (1) digital ad 	Same, with (3) digital ads total	Same, with (4) digital ads total	<ul style="list-style-type: none"> Name recognition in <u>all</u> print and digital advertising (logo inclusion when space permits) Up to 10 live media mentions
Additional Recognition	<ul style="list-style-type: none"> Recognition for a related program/activity Garden publications Swanson Donor Wall 	Same	Same	<ul style="list-style-type: none"> Recognition as a sponsor of Lit & Sip and Major Sponsor of Luminaria Garden publications Swanson Donor Wall

	\$25,000 CASH SUPPORTING SPONSORS	\$50,000 CASH MAJOR SPONSORS	\$100,000 CASH PRESENTING SPONSORS	SCOTTSDALE \$250,000 TITLE SPONSOR
PARTNERSHIP AND POSITIONING				
Partnership	n/a	n/a	n/a	<ul style="list-style-type: none"> Collaboration with Scottsdale Public Art on Canal Convergence Partnership with Scottsdale hotels to develop Electric Desert themed packages and promote Luminaria discounts
Positioning	n/a	n/a	n/a	Experience Scottsdale promotion: <ul style="list-style-type: none"> Accommodations, dining web page on Garden website and in Call Center Video and brochure in Visitor Center Booth at Opening Series Listing on preferred vendor list for Garden event hosts

	\$25,000 CASH SUPPORTING SPONSORS	\$50,000 CASH MAJOR SPONSORS	\$100,000 CASH PRESENTING SPONSORS	SCOTTSDALE \$250,000 TITLE SPONSOR
CUSTOMER AND/OR EMPLOYEE ENGAGEMENT				
Employee Preview	Invitation for 100 employees/guests	Invitation for 150 employees/guests total	Invitation for 250 employees/guests total, plus an opp. to reserve a space for a private reception	<ul style="list-style-type: none"> • Invitation for up to 2,000 employees/guests total, plus an opp. to reserve a space for a private reception • Invitation for Scottsdale concierges
Member Preview	Opportunity for a company table to talk with members about company products/services	Same	Same	<p>Same, with:</p> <ul style="list-style-type: none"> • Scottsdale's Mayor, City Council members and Tourism Development Commission invited to VIP Preview (10/11/18) • Opportunity for Experience Scottsdale to host a branded booth throughout the opening series
Additional Engagement	<ul style="list-style-type: none"> • Installation tour for up to 10 guests, led by either a KLIP representative or Garden staff • (1) behind-the-scenes tour for up to 10 guests offered during the exhibition's presentation, led by Garden staff • Opportunity for a group of sponsor's employees to volunteer during the exhibition's installation 	Same	<p>Same, with:</p> <ul style="list-style-type: none"> • (2) behind-the-scenes tours total • Opportunity for a sponsor representative or guest to turn on the butte lights during opening week. 	<p>Same, with:</p> <ul style="list-style-type: none"> • (4) installation tours total • (1) table for 10 to Dinner on the Desert (4/27/19)

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